



**SUSTAINABLE
AUSTRIA**

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The new sustainability programme
of the Austrian wine sector

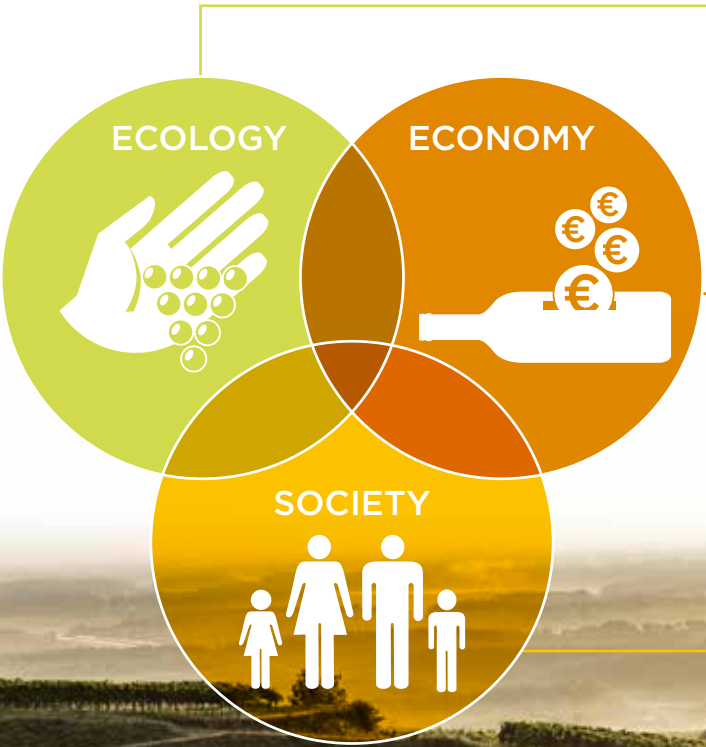


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CERTIFIED SUSTAINABLE AUSTRIA

The Austrian Winegrowers Association has conducted a multi-year research project, and developed an online tool for the evaluation of sustainable work practices in the domestic wine sector. The first certifications became possible as of 2015.



Evaluation of sustainability with regard to climate, soil, biodiversity and the consumption of materials, energy and water in the sectors

- **Grape growing**
- **Wine production**
- **Vineyard systems**

- **Sustainable operations management**
Analyses, key figures, marketing plans insurance, inter-company use of machinery...
- **Promoting regionality**
Preference for regional suppliers, direct ex-cellar wine sales
- **Economic sustainability**
Activities and contributions of the companies toward the common good

- **Employee protection**
- **Fair wages**
- **Social safeguards**
- **Choice of external service providers**
Purchasing 'clean' services
- **Adequate qualifications**
Training and continuing education of employees
- **Fostering an improved work environment**
- **Integration**
- **Job security**

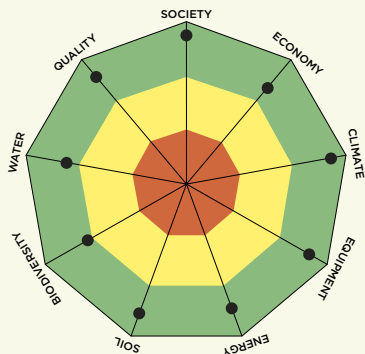
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More than ever before, consumers today are demanding transparency with regard to production processes in the most widely varied aspects of life, and above all in the area of food production. As a result, adherence to ethical values in ecological, economic and social concerns has become an indispensable and fundamental prerequisite for commercial success. Responsible management of resources has long been regarded as an imperative in Austrian wine production. The logical consequence of this leads to the next, rigorous step: certification of estates as sustainable wine producers.



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- Evaluation of the wine estate by an external inspection company, with regard to production techniques in the categories of ecology (grape growing, vineyard systems, wine production), economy and social concerns in the vintage year just passed.
- Production techniques will be evaluated, with the results presented in a spider diagram showing the establishment's current sustainability status along with potential for improvement.
- The following measures will be appraised as particularly positive:
 - ✓ Exclusion of chemical/synthetic pesticides, fungicides and herbicides
 - ✓ Promotion of biodiversity
 - ✓ Reduction of energy consumption
 - ✓ Reduction in the number of tractor passages through the vineyard
 - ✓ Partial or total abandonment of non-renewable energy sources



Only when all sustainability parameters are scored in the permissible range will an estate be allowed to display the quality seal SUSTAINABLE AUSTRIA on the label.